

WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Greer Margolis Mitchell, Burns &
Associates-Washington
1010 Wisconsin Ave NW
Ste 800
Washington, DC 20007

Contract # 1364003

Schedule Dates 10/16/12-10/22/12
Advertiser Obama for America (30051)
Agency Greer Margolis Mitchell, Burns & Associates-Washi
Product POLITICAL CANDIDATE (ns) (1186)
Brand OBAMA FOR AMERICA (187386)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Bassett, Laura
Phone/Fax /
CPE 95/101/1537
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments OBAMA FOR AMERICA
JONATHAN VITTI

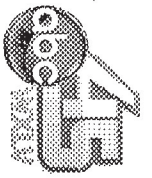
Date Entered 08/28/12
Last Modified 08/29/12
Entered By Lisa Carter
CO-OP No
Headline # ECR09797204
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$806.25
Net Total \$4,568.75
Sales Tax

Greensboro (WXLV)
By Broadcast Month
Oct. 2012
Spots 59
Rate \$5,375.00
Grand Total: 59 \$5,375.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News (1)	10/16/12-10/19/12	3	:30	6:28-50A- News-News 14 Carolina on ABC 45 at 630am	3		X	X	X	X			3	\$40.00	\$120.00	Greensboro (WXLV)	NEWS14 ABC45	8/28/12
2.0	Normal Line / SPOT (2)	10/16/12-10/22/12	3	:30	7A- ABC-Good Morning America	2	2	2	2	2	1			9	\$25.00	\$225.00	Greensboro (WXLV)	GOOD MORNING AMERICA	8/28/12
3.0	Normal Line / SPOT (4)	10/16/12-10/19/12	3	:30	10:58-25A- ABC-The View	3		X	X	X	X			3	\$20.00	\$60.00	Greensboro (WXLV)	VIEW	8/28/12
4.0	Normal Line / SPOT (5)	10/16/12-10/19/12	3	:30	12P- 1P (EST)	3		X	X	X	X			3	\$20.00	\$60.00	Greensboro (WXLV)	MILLIONAIRE	8/28/12
5.0	Normal Line / SPOT (7)	10/16/12-10/19/12	3	:30	3P- Anderson Cooper	3		X	X	X	X			3	\$50.00	\$150.00	Greensboro (WXLV)	ANDERSON COOPER	8/28/12
6.0	Normal Line / SPOT (8)	10/16/12-10/19/12	3	:30	5P- Ricki Lake	3		X	X	X	X			3	\$25.00	\$75.00	Greensboro (WXLV)	RICKI LAKE	8/28/12
7.0	Normal Line / News (9)	10/16/12-10/22/12	3	:30	5:58-30P- News-News 14 Carolina on ABC 45 at 6pm	1	1	1	1	1	1			5	\$45.00	\$225.00	Greensboro (WXLV)	NEWS14 ABC45	8/28/12
8.0	Normal Line / News (10)	10/16/12-10/22/12	3	:30	6:30P- ABC-World News Monday-Friday	1	1	1	1	1	1			5	\$55.00	\$275.00	Greensboro (WXLV)	ABC WORLD NEWS	8/28/12
9.0	Normal Line / SPOT (3)	10/20/12-10/20/12	3	:30	8A- ABC-Good Morning American Saturday							1		1	\$10.00	\$10.00	Greensboro (WXLV)	GOOD MORNING AMERICA WK	8/28/12
10.0	Normal Line / SPOT (14)	10/16/12-10/19/12	5	:30	7P- 7:57P (EST)	2	X	X	X	X	X			2	\$70.00	\$140.00	Greensboro (WXLV)	FAMILY FEUD	8/28/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Oct. 2012	59	\$5,375.00
Grand Total:	59	\$5,375.00

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11.0	Normal Line / News (25)	10/16/12-10/22/12	3	:30	11:01P- News- News 14 Carolina on ABC 45 at 11pm		1	1	1	1	1			5	\$40.00	\$200.00	Greensboro (WXLV)	NEWS14 ABC45	8/28/12
12.0	Normal Line / SPOT (27)	10/16/12-10/19/12	3	:30	12:02-05A- ABC-Jimmy Kimmel Live	3		X	X	X	X			3	\$5.00	\$15.00	Greensboro (WXLV)	JIMMY KIMMEL	8/28/12
13.0	Normal Line / SPOT (6)	10/21/12-10/21/12	3	:30	10:58-40A- ABC-This Week								1	1	\$25.00	\$25.00	Greensboro (WXLV)	THIS WEEK	8/28/12
14.0	Normal Line / News (12)	10/21/12-10/21/12	3	:30	6:28-45P- ABC-World News Sunday								1	1	\$60.00	\$60.00	Greensboro (WXLV)	ABC WORLD NEWS	8/28/12
15.0	Normal Line / Football (29)	10/20/12-10/20/12	3	:30	3:30P- 7P (EST)							1		1	\$450.00	\$450.00	Greensboro (WXLV)	ABC COLLEGE FOOTBALL	8/28/12
16.0	Normal Line / Prime (16)	10/22/12-10/22/12	3	:30	10:01P- ABC-Castle (Monday)			1						1	\$640.00	\$640.00	Greensboro (WXLV)	CASTLE	8/28/12
17.0	Normal Line / News (1)	10/22/12-10/22/12	3	:30	6:28-50A- News-News 14 Carolina on ABC 45 at 630am			1						1	\$40.00	\$40.00	Greensboro (WXLV)	NEWS14 ABC45	8/28/12
18.0	Normal Line / SPOT (13)	10/16/12-10/19/12	3	:30	7P- Family Feud	2	X	X	X	X	X			2	\$70.00	\$140.00	Greensboro (WXLV)	FAMILY FEUD	8/29/12
19.0	Normal Line / Prime (17)	10/16/12-10/16/12	3	:30	7:57-56P- ABC-Dancing With The Stars (Tuesday)			1						1	\$900.00	\$900.00	Greensboro (WXLV)	DANCING W/T STARS RESULTS	8/29/12
20.0	Normal Line / Prime (19)	10/16/12-10/16/12	3	:30	10P- ABC-Private Practice (Tuesday)			1						1	\$705.00	\$705.00	Greensboro (WXLV)	PRIVATE PRACTICE	8/29/12

CONFIRMATION CONTRACT

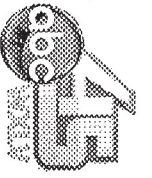
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Accepted-Station:

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21.0	Normal Line / SPOT (26)	10/16/12-10/19/12	3	:30	11:35P- ABC-Nightline			1	1	1	1			4	\$15.00	\$60.00	Greensboro (WXLV)	NIGHTLINE	8/29/12
22.0	Normal Line / Prime (15)	10/22/12-10/22/12	3	:30	7:57-58P- ABC-Dancing With The Stars (Monday)		1							1	\$800.00	\$800.00	Greensboro (WXLV)	DANCING WITH THE STARS	8/29/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
		<i>Margolis Burns</i>	8/31/12	

Rep Order# 9797204
EC'd Yes

Ver# 1

Status New

Traffic Order# 32433
Printed: 08/17/2012 5:02 PM
Last Received: 08/17/2012 2:23 PM
Showing Buylines: All Rep Revised Lines

1 of 4

Station WXXV-TV GREENSBORO/W.SALEM

Advertiser () POLITICAL

Product OBAMA FOR AMERICA

Estimate# 1537

Buyer Laura Bassett

Phone#

Fax#

Agency () GMMB

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 95/10/1537

Flight Dates 10/16/2012 - 10/22/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () JONATHAN VITTI

Salesperson Phone# 202-955-5342

Salesperson FAX#

***** Contract Coversheet *****

V.1 8/17

NEW POLITICAL ORDER. STARTS 10/16. TOTAL \$6035

PLS CF- CHRISTINA FOR JON

Station WXLV-TV GREENSBORO/W.SALEM
 Advertiser () POLITICAL
 Product OBAMA FOR AMERICA
 Estimate# 1537
 Buyer Laura Bassett
 Phone#
 Fax#
 Agency () GMMB
 3050 K ST NW
 WASHINGTON, DC 20007
 Agency C/P1/P2/E 95/101/1537
 Flight Dates 10/16/2012 - 10/22/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () WASHINGTON
 Salesperson () JONATHAN VITTI
 Salesperson Phone# 202-955-5342
 Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
1	TU-F,M	10/16-10/22	630A-7A	NEWS14 ABC45	.30	\$40.00	5	1	5	\$200.00
2	TU-F,M	10/16-10/22	7A-9A	GOOD MORNING AMERICA	.30	\$25.00	9	1	9	\$225.00
3	SA	10/20-10/20	8A-9A	GOOD MORNING AMERICA WK	.30	\$10.00	1	1	1	\$10.00
4	TU-F,M	10/16-10/22	11A-12P	VIEW	.30	\$20.00	3	1	3	\$60.00
5	TU-F,M	10/16-10/22	12P-1P	MILLIONAIRE	.30	\$20.00	3	1	3	\$60.00
6	SU	10/21-10/21	11A-12P	THIS WEEK	.30	\$25.00	1	1	1	\$25.00
7	TU-F,M	10/16-10/22	3P-4P	RICKI LAKE Anderson	.30	\$50.00	3	1	3	\$150.00
8	TU-F,M	10/16-10/22	5P-6P	DOERS K. Burke	.30	\$25.00	3	1	3	\$75.00
9	TU-F,M	10/16-10/22	6P-630P	NEWS14 ABC45	.30	\$45.00	5	1	5	\$225.00
10	TU-F,M	10/16-10/22	630P-7P	ABC WORLD NEWS	.30	\$55.00	5	1	5	\$275.00
11	SA	10/20-10/20	6P-630P	HOLLYSCOOP	.30	\$25.00	1	1	1	\$25.00
12	SU	10/21-10/21	630P-7P	ABC WORLD NEWS	.30	\$60.00	1	1	1	\$60.00
13	TU-F,M	10/16-10/22	7P-730P	FAMILY FEUD	.30	\$70.00	2	1	2	\$140.00

Station WXLV-TV GREENSBORO/W.SALEM
 Advertiser () POLITICAL
 Product OBAMA FOR AMERICA
 Estimate# 1537
 Buyer Laura Bassett
 Phone#
 Fax#
 Agency () GMMB
 3050 K ST NW
 WASHINGTON, DC 20007
 Agency C/P1/P2/E 95/101/1537
 Flight Dates 10/16/2012 - 10/22/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () WASHINGTON
 Salesperson () JONATHAN VITTI
 Salesperson Phone# 202-955-5342
 Salesperson FAX#

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
14	TU-F,M	10/16-10/22	7P-8P	FAMILY FEUD	.30	\$70.00	2	1	2	\$140.00
15	M	10/22-10/22	8P-10P	DANCING WITH THE STARS 15	.30	\$800.00	1	1	1	\$800.00
16	M	10/22-10/22	10P-11P	CASTLE	.30	\$640.00	1	1	1	\$640.00
17	TU	10/16-10/16	8P-9P	DANCING W/T STARS RESULTS	.30	\$900.00	1	1	1	\$900.00
19	TU	10/16-10/16	10P-11P	PRIVATE PRACTICE 2	.30	\$705.00	1	1	1	\$705.00
24	SU	10/21-10/21	9P-10P	REVENGE	.30	\$595.00	1	1	1	\$595.00
25	TU-F,M	10/16-10/22	11P-1135P	NEWS14 ABC45	.30	\$40.00	5	1	5	\$200.00
26	TU-F,M	10/16-10/22	1135P-1205A	NITELINE	.30	\$15.00	4	1	4	\$60.00
27	TU-F,M	10/16-10/22	12A-1A	JIMMY KIMMEL	.30	\$5.00	3	1	3	\$15.00
29	SA	10/20-10/20	330P-7P	ABC COLLEGE FOOTBALL	.30	\$450.00	1	1	1	\$450.00

---REPORT TOTALS---
 Report Totals. 62 / \$6,035.00
 62-108m
 12A-1A

---SALES MONTHLY TOTALS---
 Oct 12. 62 / \$6,035.00
 Sales Totals. 62 / \$6,035.00
 Station Totals. 62 / \$6,035.00

62-108m
 12A-1A

Rep Order# 9797204 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/17/2012 5:02 PM
Last Received: 08/17/2012 2:23 PM
Showing Buylines: All Lines

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1537
Buyer Laura Bassett
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Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---

Market Totals \$75,438

CABL	0%	UNKN	0%	WBFX	0%	WCMG	0%	WMTV	30%
WGHP	28%	WMTV	3%	WUPN	0%	WXII	31%	WXLV	8%

Books null
Demos RA35+